

Rep Order# 9849386 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 67631

Printed: 10/23/2012 3:18 PM
Last Received: 10/23/2012 2:50 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product VOTERS FIRST
Estimate# 1786
Buyer Michele Certo
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
904 PENNSYLVANIA AVENUE SE, #2
WASHINGTON, DC 20003
Agency C/P1/P2/E 369/387/1786
Flight Dates 10/23/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. MKGDS FOR LINE 36-37 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*36	SA	6P-630P	LOCAL12-6P SA	:30	\$1,200.00	10/27-10/27	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*37	SA	6P-630P	LOCAL12-6P SA	:30	\$1,200.00	11/03-11/03	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*43	W-F	12P-1230P	NEWS	:30	\$1,200.00	10/24-10/26	2	1	2	\$2,400.00	
				Sales Remark: V3 MKGD								
				V3 Added								

---REPORT TOTALS---

Report Totals: 2 / \$2,400.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$35,300.00 Nov 12: 23 / \$45,000.00
Sales Totals: 42 / \$80,300.00

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Station Totals: 42 / \$80,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$217,615	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	36%	WLWT	26%	WSTR	0%	WXIX	11%		

Books null
Demos RA35+

Rep Order# 9849386 Ver# 2 Status Returned
EC'd Yes

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--- REMARKS ---

pls see lines 36 & 37

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*36	SA	6P-630P	LOCAL12-6P SA	:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
				Station Remark: V2 1x na 10/27 no news mg wed-fri 12-1230p news w/o 10/22 ncir								
	*37	SA	6P-630P	LOCAL12-6P SA	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
				Station Remark: V2 1x na 11/3 no news mg wed-fri 12-1230p news w/o 10/22 ncir								

---REPORT TOTALS---

Report Totals: 2 / \$2,400.00

---SALES MONTHLY TOTALS---

Oct 12: 18 / \$34,100.00 Nov 12: 24 / \$46,200.00

Sales Totals: 42 / \$80,300.00

Station Totals: 42 / \$80,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$217,615 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPG 24%

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WKRC 36% WLWT 26% WSTR 0% WXIX 11%

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 2:35 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Voters First - 67631

Station: WKRC-TV

Order Information:

Order #: 67631
Order Total: \$80,300.00
Agency: New Media Firm
Advertiser: Voters First
Product: VOTERS FIRST
Alternate Order #: 09849386
Estimate #: 1786
Flight Dates: 10/23/12 - 11/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67631-36-1):

Rate: \$1,200.00
Air Date: Sat 10/27/12
Eligible Days: -----Sa--
Inventory Code: 6pm Local 12 News Sat
Inventory Description: 6pm Local 12 News Sat
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

*1x Wed-Fri 12-12:30P
w/o 10/22 NMC*

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 2:42 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Voters First - 67631

Station: WKRC-TV

Order Information:

Order #: 67631
Order Total: \$80,300.00
Agency: New Media Firm
Advertiser: Voters First
Product: VOTERS FIRST
Alternate Order #: 09849386
Estimate #: 1786
Flight Dates: 10/23/12 - 11/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67631-37-1):

Rate: \$1,200.00
Air Date: Sat 11/03/12
Eligible Days: -----Sa--
Inventory Code: 6pm Local 12 News Sat
Inventory Description: 6pm Local 12 News Sat
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

*1x Wed- Fri 12-10:30p
w/ 10/22 NCR*

Spot Manager: All, 10/23/12-11/06/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Voters First												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 67631												
Line: 1												
10/24/12	Wednesday	5:50:22 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,400.00							1	
Line: 2												
10/26/12	Friday	5:52:12 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,400.00							1	
Line: 3												
10/29/12	Monday	5:43:36 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,400.00							1	
Line: 4												
10/31/12	Wednesday	5:35:40 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,400.00							1	
Line: 5												
11/02/12	Friday	5:35:40 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,400.00							1	
Line: 6												
10/23/12	Tuesday	5:58:25 AM	:30	\$950.00	TV101X	CBS This Morning	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$950.00							1	
Line: 7												
10/25/12	Thursday	5:59:25 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$950.00							1	
Line: 8												
10/30/12	Tuesday	5:36:07 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$950.00							1	
Line: 9												
11/01/12	Thursday	5:58:25 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$950.00							1	
Line: 10												
11/05/12	Monday	5:29:26 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$950.00							1	
Line: 11												
10/27/12	Saturday	5:05:48 AM	:30	\$1,000.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,000.00							1	
Line: 12												
11/03/12	Saturday	5:58:39 AM	:30	\$1,000.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH
				\$1,000.00							1	
Line: 13												
10/27/12	Saturday	5:38:50 AM	:30	\$1,000.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 AM)	AVOTERS FIRST	1786	P-1	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Voters First												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 67631												
Line: 13												
				\$1,000.00							1	
Line: 14												
11/03/12	Saturday	7:59:01 AM	:30	\$1,000.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 AM)	VOTERS FIRST	1786	P-1	1	MWASH
				\$1,000.00							1	
Line: 15												
10/28/12	Sunday	2:28:56 AM	:30	\$3,500.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	VOTERS FIRST	1786	P-1	1	MWASH
				\$3,500.00							1	
Line: 16												
11/04/12	Sunday	12:04 AM	:30	\$3,500.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	VOTERS FIRST	1786	P-1	1	MWASH
				\$3,500.00							1	
Line: 17												
10/23/12	Tuesday	7:07:20 AM	:30	\$650.00	TV101X	M-F 9a-10a	9:00 AM-10:00 AM	VOTERS FIRST	1786	P-2	1	MWASH
				\$650.00							1	
Line: 18												
10/25/12	Thursday	7:06:35 AM	:30	\$650.00		M-F 9a-10a	9:00 AM-10:00 AM	VOTERS FIRST	1786	P-2	1	MWASH
				\$650.00							1	
Line: 19												
10/30/12	Tuesday	7:51:00 AM	:30	\$650.00		M-F 9a-10a	9:00 AM-10:00 AM	VOTERS FIRST	1786	P-2	1	MWASH
				\$650.00							1	
Line: 20												
11/01/12	Thursday	7:42:10 AM	:30	\$650.00		M-F 9a-10a	9:00 AM-10:00 AM	VOTERS FIRST	1786	P-2	1	MWASH
				\$650.00							1	
Line: 21												
11/05/12	Monday	7:16:10 AM	:30	\$650.00		M-F 9a-10a	9:00 AM-10:00 AM	VOTERS FIRST	1786	P-2	1	MWASH
				\$650.00							1	
Line: 22												
10/23/12	Tuesday	12:04:12 PM	:30	\$2,500.00	TV101X	Local 12 News at Noon	12:00 PM-12:30 PM	VOTERS FIRST	1786	P-1	1	MWASH
				\$2,500.00							1	
Line: 23												
10/25/12	Thursday	12:09:54 PM	:30	\$2,500.00		Local 12 News at Noon	12:00 PM-12:30 PM	VOTERS FIRST	1786	P-1	1	MWASH
				\$2,500.00							1	
Line: 24												
10/30/12	Tuesday	12:02:42 PM	:30	\$2,500.00		Local 12 News at Noon	12:00 PM-12:30 PM	VOTERS FIRST	1786	P-1	1	MWASH
				\$2,500.00							1	
Line: 25												
11/01/12	Thursday	12:27:26 PM	:30	\$2,500.00		Local 12 News at Noon	12:00 PM-12:30 PM	VOTERS FIRST	1786	P-1	1	MWASH
				\$2,500.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Voters First												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 67631												
Line: 26												
11/05/12	Monday	2:03:16 PM	:30	\$2,500.00		Local 12 News at Noon	12:00 PM-12:30 PM	VOTERS FIRST	1786	P-1	1	MWASH
											1	
Line: 27												
10/24/12	Wednesday	5:19:07 PM	:30	\$2,200.00		5p Local 12 News at Five	5:00:00 PM-5:30:00 PM	VOTERS FIRST	1786	P-1	1	MWASH
											1	
Line: 28												
10/26/12	Friday	5:19:37 PM	:30	\$2,200.00		5p Local 12 News at Five	5:00:00 PM-5:30:00 PM	VOTERS FIRST	1786	P-1	1	MWASH
											1	
Line: 29												
10/31/12	Wednesday	5:10:55 PM	:30	\$2,200.00		5p Local 12 News at Five	5:00:00 PM-5:30:00 PM	VOTERS FIRST	1786	P-1	1	MWASH
											1	
Line: 30												
10/24/12	Wednesday	6:19:02 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 31												
10/26/12	Friday	6:57:51 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 32												
10/29/12	Monday	6:29:11 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 33												
10/31/12	Wednesday	6:20:02 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 34												
11/01/12	Thursday	6:27:26 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 35												
11/05/12	Monday	6:12:53 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 38												
10/23/12	Tuesday	11:18:57 PM	:30	\$3,200.00	TV101X	11p M-Su Local 12 New	11:00 PM-11:35 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 39												
10/25/12	Thursday	11:18:27 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	VOTERS FIRST	1786	P-2	1	MWASH
											1	
Line: 40												
10/30/12	Tuesday	11:27:26 PM	:30	\$3,200.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	VOTERS FIRST	1786	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Voters First

Agency: New Media Firm

Station: WKRC-TV

Order: 67631

Line: 40

				\$3,200.00							1	
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Line: 41

11/01/12 Thursday 1:26:26 PM :30 \$3,200.00 11p M-F Local 12 News 11:00 PM-11:35 PM VOTERS FIRST 1786 P-2 1 MWASH-

				\$3,200.00							1	
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Line: 42

11/05/12 Monday 1:13:01 PM :30 \$3,200.00 11p M-F Local 12 News 11:00 PM-11:35 PM VOTERS FIRST 1786 P-2 1 MWASH-

				\$3,200.00							1	
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Line: 43

10/24/12 Wednesday :30 \$1,200.00 Local 12 News at Noon 12p-1230p VOTERS FIRST 1786 P-2 2 MWASH-

10/25/12 Thursday :30 \$1,200.00 Local 12 News at Noon 12p-1230p VOTERS FIRST 1786 P-2 1 MWASH-

				\$2,400.00							2	
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				\$80,300.00							42	
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				\$80,300.00							42	
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				\$80,300.00							42	
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				\$80,300.00							42	
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				\$80,300.00							42	
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[Filtered by:] [Sorted by: Station]